

<i>SERFF Tracking Number:</i>	<i>RNIC-126840032</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Reserve National Insurance Company</i>	<i>State Tracking Number:</i>	<i>46949</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>C-MED-1009 Medicare/DV-1 Advertisement</i>		
<i>Project Name/Number:</i>	<i>C-MED-1009 Medicare/DV-1 Advertisement/</i>		

Filing at a Glance

Company: Reserve National Insurance Company

Product Name: C-MED-1009 Medicare/DV-1 SERFF Tr Num: RNIC-126840032 State: Arkansas

Advertisement

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46949

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: State Status: Filed-Closed
Other 2010

Filing Type: Advertisement

Authors: Kyle Conrad, Brenda
Ingram, Misty Anglin

Date Submitted: 10/01/2010

Reviewer(s): Stephanie Fowler

Disposition Date: 10/15/2010

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: C-MED-1009 Medicare/DV-1 Advertisement

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 10/15/2010

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 10/15/2010

Created By: Brenda Ingram

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Brenda Ingram

Filing Description:

Ms. Rosalind D. Minor

Certified Rate and Form Analyst

Life and Health Division

Arkansas Insurance Department

1200 West Third Street

Little Rock, AR 72201-1904

SERFF Tracking Number: RNIC-126840032 State: Arkansas
Filing Company: Reserve National Insurance Company State Tracking Number: 46949
Company Tracking Number:
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: C-MED-1009 Medicare/DV-1 Advertisement
Project Name/Number: C-MED-1009 Medicare/DV-1 Advertisement/

RE: Reserve National Insurance Company - NAIC # 68462; FEIN# 73-0661453
Form C-MED-1009-AR – Medicare Supplement Advertisement
Form A-BRE-0909-E – Return Envelope
Form C-MED-0909-E – Mailing Envelope

Dear Ms Minor:

We are submitting copies of the above-referenced Medicare supplement advertising materials, which we request you consider for approval. This is a new filing not previously submitted.

Form C-MED-1009-AR will be sent to individuals to determine their interest in a Medicare supplement policy with Reserve National. Form A-BRE-0909-E is the envelope which can be used to return the reply to us. This form was previously approved by your office. Form C-MED-0909-E is the envelope in which we will mail these materials. This form was previously approved by your office.

If this filing meets with your approval, please furnish us with evidence thereof.

Thank you for your consideration in this matter. If there are any questions, you may contact me by telephone at (800) 874-1431, by fax at (405) 840-3426 or by e-mail at kconrad@unitrin.com.

Sincerely,

Kyle D. Conrad
Senior Vice President
and Associate Corporate Counsel

Company and Contact

Filing Contact Information

Kyle Conrad, Vice President & Associate
Corporate Counsel
6100 N. W. Grand Blvd
Oklahoma City, OK 73118
kconrad@unitrin.com
800-874-1431 [Phone] 549 [Ext]

Filing Company Information

Reserve National Insurance Company	CoCode: 68462	State of Domicile: Oklahoma
6100 N.W. Grand Boulevard	Group Code: 215	Company Type: Life and Health

SERFF Tracking Number: RNIC-126840032 State: Arkansas
Filing Company: Reserve National Insurance Company State Tracking Number: 46949
Company Tracking Number:
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: C-MED-1009 Medicare/DV-1 Advertisement
Project Name/Number: C-MED-1009 Medicare/DV-1 Advertisement/
Oklahoma City, OK 73118 Group Name: Reserve National State ID Number:
(405) 848-7931 ext. 549[Phone] FEIN Number: 73-0661453

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: Advertising
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Reserve National Insurance Company	\$50.00	10/01/2010	40111866

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<i>Product Name:</i>	<i>C-MED-1009 Medicare/DV-1 Advertisement</i>		
<i>Project Name/Number:</i>	<i>C-MED-1009 Medicare/DV-1 Advertisement/</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	10/15/2010	10/15/2010

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Disposition

Disposition Date: 10/15/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	A-BRE-0909-E – Return Envelope	Filed	Yes
Supporting Document	C-MED-0909-E – Mailing Envelope	Filed	Yes
Form	Medicare Supplement Advertisement	Filed	Yes

SERFF Tracking Number: RNIC-126840032 State: Arkansas

Filing Company: Reserve National Insurance Company State Tracking Number: 46949

Company Tracking Number:

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: C-MED-1009 Medicare/DV-1 Advertisement

Project Name/Number: C-MED-1009 Medicare/DV-1 Advertisement/

Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 10/15/2010	C-MED-1009-AR	Advertising	Medicare Supplement Advertisement	Initial			C-MED-1009-AR.pdf



ATTENTION: Arkansas Seniors

Dear Sample A. Sample:

Medicare was never intended to cover all your health care expenses, that's why it's important that you know your options and are adequately covered. We can help with all your Medicare Supplement Insurance questions and needs.

As an Arkansas resident you may now be eligible for more than basic Medicare coverage and the various Medicare Supplement Insurance options available...

You may qualify for our "SeniorCare" Plan, a Home Health Care Indemnity Policy. Consider the advantages of health care without leaving your home. It gives you the flexibility to utilize the type of care that's right for you – in the comfort of your own home. Optional benefits under this insurance plan include: Annual Physicals, Hearing Aids and Prescription Drugs.

Now also available - Dental and Vision Coverage: One policy provides affordable dental & vision coverage with benefits you can really use today. Coverage starts immediately with no waiting period for check-ups.

Respond Within 7-Days For a FREE Rate Quote

Complete and return the Request Form below in the postage-paid envelope provided for more information about insurance plans that will help pay expenses not covered by Medicare.

(There is no cost or obligation of any kind.)

FACTS:

- ✓ Most people prefer to recover at home instead of a nursing home.
- ✓ Hospital stays are getting shorter. More people are recovering at home instead of incurring extended hospital stays.
- ✓ Estimates indicate that approximately 7.6 million Americans receive home health care services on an annual basis.*
- ✓ Studies show that oral health is tied to conditions such as diabetes, heart disease and osteoporosis.*

*Source: National Association For Home Care and Hospice. Mayo Foundation Medical Education and Research.

Official MEDICARE Supplement Request Form

Return this form today for more information about Medicare Supplement Insurance Plans, and our "SeniorCare" Home Health Care Indemnity Policy, now available for Arkansas residents. Plus, our new Dental and Vision Coverage.



CONTROL # 000006D29C3RAAR1

Qualifying Arkansas Resident:

002797_12*****AUTO**3-DIDGIT 672

SAMPLE A. SAMPLE
123 ANY STREET
ANYTOWN, AR 0000-0000



NAME

YOUR DATE OF BIRTH

YOUR SPOUSE'S DATE OF BIRTH

PHONE NUMBER: () -

PLEASE FILL OUT BELOW, IF DIFFERENT FROM ADDRESS AT LEFT:

STREET ADDRESS

CITY

STATE

ZIP

COUNTY

Policy Forms MCS-10-A, C & F, F-HD, and N, and HHC-95 with EBR-HHC-2, and DV-1, individually underwritten by Reserve National Insurance Company. Form numbers, availability and policy provisions may vary by state. Not connected with or endorsed by the US Government or the Federal Medicare Program. A company agent may contact you with details about benefits, costs, limitations, exclusions, renewability and waiting periods.

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: A-BRE-0909-E Return Envelope	Filed	10/15/2010
Comments: Form A-BRE-0909-E is the envelope which can be used to return the reply to us. This form was previously approved by your office.		
Attachment: A-BRE-0909-E.pdf		

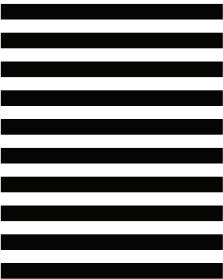
	Item Status:	Status Date:
Satisfied - Item: C-MED-0909-E Mailing Envelope	Filed	10/15/2010
Comments: Form C-MED-0909-E is the envelope in which we will mail these materials. This form was previously approved by your office.		
Attachment: C-MED-0909-E.pdf		

A-BRE-0909-E

Please respond in 7 days



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 5417 WICHITA KS

POSTAGE WILL BE PAID BY ADDRESSEE

RESERVE NATIONAL INSURANCE
PO BOX 21320
WICHITA KS 67208-9721



Underwritten by Reserve National Insurance Company
6100 Northwest Grand Blvd.
Oklahoma City, OK 73118

C-MED-0909-E



_____	PRSRT STD
_____	U.S. POSTAGE
_____	PAID
_____	PERMIT #771

OFFICIAL: MEDICARE COVERAGE INFORMATION

(DETAILS INSIDE)

ATTENTION:

SAMPLE A. SAMPLE
123 Main Street
Anytown, USA 00000-000
|||||||

—DATED MATERIAL ENCLOSED —